Data Visualization Checklist

Checklist	Rating			
Graph highlights significant finding or conclusion Graphs should have a "so what?" – either a practical or statistical significance (or both) to warrant their presence.	2	1	0	n/a
The type of graph is appropriate for data Data are displayed using a graph type appropriate for the relationship within the data.	2	1	0	n/a
Graph has appropriate level of precision Use a level of precision that meets your audiences' needs. Few numeric labels need decimal places, unless you are speaking with academic peers. Charts intended for public consumption rarely need p values listed.	2	1	0	n/a
Individual chart elements work together to reinforce the overarching takeaway message Choices about graph type, text, arrangement, color, and lines should reinforce the same takeaway message.	2	1	0	n/a
Color scheme is intentional Colors should represent brand or other intentional choice, not default color schemes. Use your organization's colors or your client's colors. Work with online tools to identify brand colors and others that are compatible.	2	1	0	n/a
Color is used to highlight key patterns Action colors should guide the viewer to key parts of the display. Less important, supporting, or comparison data should be a muted color, like gray.	2	1	0	n/a
Color is legible when printed in black and white When printed or photocopied in black and white, the viewer should still be able to see patterns in the data.	2	1	0	n/a
Text sufficiently contrasts background Black/very dark text against a white/transparent background is easiest to read.	2	1	0	n/a
Data are intentionally ordered Data should be displayed in an order that makes logical sense to the viewer.	2	1	0	n/a
Proportions are accurate A viewer should be able measure the length or area of the graph with a ruler and find that it matches the relationship in the underlying data.	2	1	0	n/a
Data are labeled directly Position data labels near the data rather than in a separate legend. Eliminate/embed legends when possible because eye movement back and forth between the legend and the data can interrupt the brain's attempts to interpret the graph	2	1	0	n/a